

ORDER



Orders
Order / Rev: 721066
Alt Order #: 06366705
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 473
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	115	\$188,300.00	\$160,055.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	115	\$188,300.00	\$160,055.00	0.00
Totals	115	\$188,300.00	\$160,055.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/15/12	10/16/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$1,400.00		0.00			
E 2	WKYC	10/10/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$1,400.00		0.00			
E 3	WKYC	10/15/12	10/16/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$1,400.00		0.00			
E 4	WKYC	10/10/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$1,400.00		0.00			
E 5	WKYC	10/15/12	10/16/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/10/12	10/12/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-- WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--					6	\$600.00		0.00			
E 7	WKYC	10/15/12	10/16/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$400.00		0.00			
E 8	WKYC	10/10/12	10/12/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-- WTF--	:30	6	\$400.00	P-2	0.00	NM	6	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--					6	\$400.00		0.00			
E 9	WKYC	10/15/12	10/16/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$500.00		0.00			
E 10	WKYC	10/10/12	10/12/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-- WTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--					2	\$500.00		0.00			
E 11	WKYC	10/15/12	10/16/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$600.00		0.00			
E 12	WKYC	10/10/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-- WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--					6	\$600.00		0.00			
E 13	WKYC	10/15/12	10/16/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	4	\$3,200.00	P-1	0.00	NM	4	\$12,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$3,200.00		0.00			
E 14	WKYC	10/15/12	10/16/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$2,400.00		0.00			
E 15	WKYC	10/10/12	10/12/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-- WTF--	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--					6	\$2,400.00		0.00			
E 16	WKYC	10/15/12	10/16/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$2,400.00		0.00			
E 17	WKYC	10/10/12	10/12/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-- WTF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- WTF--					2	\$2,400.00		0.00			
E 18	WKYC	10/15/12	10/16/12		CM	1135p-1237a	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show															
Tonight Show															
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	MT-----	4		\$1,200.00		0.00						
E 19	WKYC	10/10/12	10/12/12	Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
Tonight Show															
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	--WTF--	6		\$1,200.00		0.00						
E 20	WKYC	10/15/12	10/16/12	M-F 5-6a	CM	5a-6a	MT-----	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
Channel 3 News @ 5AM															
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	MT-----	4		\$650.00		0.00						
E 21	WKYC	10/10/12	10/12/12	M-F 5-6a	CM	5a-6a	--WTF--	:30	6	\$650.00	P-2	0.00	NM	6	\$3,900.00
Channel 3 News @ 5AM															
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	--WTF--	6		\$650.00		0.00						
E 22	WKYC	10/10/12	10/10/12	Wed Prime B	CM	9-10p	--W----	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
Wed Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	--W----	2		\$6,000.00		0.00						
E 23	WKYC	10/11/12	10/11/12	Thu Prime B	CM	9-10p	---T---	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
Thu Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	---T---	2		\$4,500.00		0.00						
E 24	WKYC	10/12/12	10/12/12	Fri Prime Other	CM	Various	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
Fri Prime Other															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	----F--	1		\$4,000.00		0.00						
E 25	WKYC	10/12/12	10/12/12	Fri Prime C	CM	10-11p	----F--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
Fri Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	----F--	2		\$5,000.00		0.00						
E 26	WKYC	10/13/12	10/13/12	SAT TDY	CM	7a-9a	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	-----S-	2		\$1,400.00		0.00						
E 27	WKYC	10/13/12	10/13/12	Sat 9-1030a	CM	9a-1030a	-----S-	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
Channel 3 News 9am Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	-----S-	3		\$1,400.00		0.00						
E 28	WKYC	10/13/12	10/13/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
Notre Dame Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	-----S-	3		\$2,000.00		0.00						
E 29	WKYC	10/13/12	10/13/12	Sat 11-1135p	CM	11-1130p	-----S-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
LN SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	-----S-	1		\$2,400.00		0.00						
E 30	WKYC	10/14/12	10/14/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	-----S	1		\$1,400.00		0.00						
E 31	WKYC	10/14/12	10/14/12	Sun 6-630p	CM	6-630p	-----S	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
Channel 3 News at 6p SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	-----S	2		\$2,400.00		0.00						

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Advertiser: Romney/ R / President
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E 32	WKYC	10/14/12	10/14/12	NFL Regular Season Fo	CM	NFL Football	-----S	:30	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
				NFL Football		(8:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$8,000.00		0.00			
E 33	WKYC	10/14/12	10/14/12	Post NFL News	CM	Various	-----S	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
				LN Sun Follows NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$2,400.00		0.00			
													Totals	115	\$188,300.00